



# Informe Traspasos Abril Colombia, 2019

Fuente: RUNT, Datos procesados por ANDEMOS

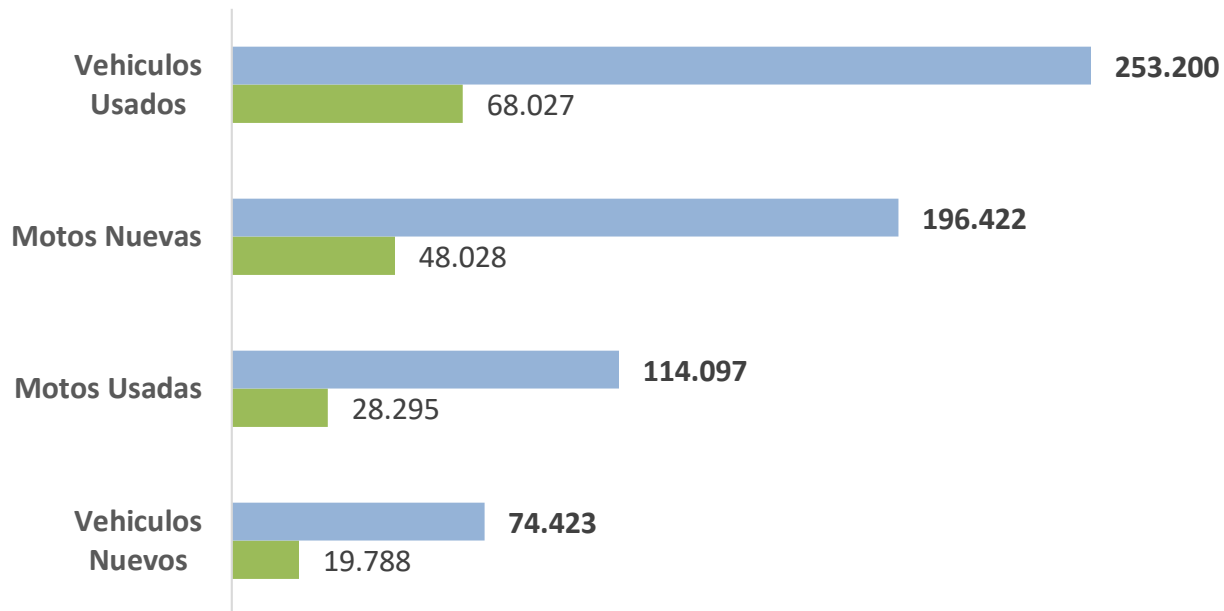


# Resumen Sector 2019

## Numero de Unidades

■ ACUMULADO

■ MES



# Resumen Sector 2019

## Numero de Unidades

| Mes                    | Vehiculos Nuevos |               | Motos Nuevas   |                | Vehiculos Usados |                | Motos Usadas   |                |
|------------------------|------------------|---------------|----------------|----------------|------------------|----------------|----------------|----------------|
|                        | 2018             | 2019          | 2018           | 2019           | 2018             | 2019           | 2018           | 2019           |
| Enero                  | 16.447           | 15.965        | 41.976         | 47.798         | 44.921           | 47.207         | 22.741         | 25.168         |
| Febrero                | 18.350           | 18.486        | 43.845         | 50.496         | 63.603           | 68.087         | 27.195         | 30.290         |
| Marzo                  | 19.572           | 20.184        | 41.520         | 50.100         | 62.433           | 69.879         | 25.539         | 30.344         |
| Abril                  | 20.209           | 19.788        | 45.916         | 48.028         | 69.349           | 68.027         | 28.052         | 28.295         |
| Mayo                   | 20.589           |               | 45.283         |                | 69.878           |                | 27.179         |                |
| Junio                  | 18.324           |               | 41.908         |                | 63.654           |                | 25.368         |                |
| Julio                  | 19.358           |               | 47.586         |                | 68.118           |                | 29.393         |                |
| Agosto                 | 21.444           |               | 52.770         |                | 74.746           |                | 32.217         |                |
| Septiembre             | 21.430           |               | 46.760         |                | 69.191           |                | 27.589         |                |
| Octubre                | 21.537           |               | 49.927         |                | 74.453           |                | 29.268         |                |
| Noviembre              | 26.290           |               | 45.446         |                | 70.638           |                | 26.979         |                |
| Diciembre              | 33.112           |               | 50.424         |                | 69.010           |                | 28.953         |                |
| <b>Total Corte</b>     | <b>74.578</b>    | <b>74.423</b> | <b>173.257</b> | <b>196.422</b> | <b>240.306</b>   | <b>253.200</b> | <b>103.527</b> | <b>114.097</b> |
| <b>Variacion Corte</b> |                  | <b>-0,2%</b>  |                | <b>13,4%</b>   |                  | <b>5,4%</b>    |                | <b>10,2%</b>   |
| <b>Total Año</b>       | <b>256.662</b>   | <b>74.423</b> | <b>553.361</b> | <b>196.422</b> | <b>799.994</b>   | <b>253.200</b> | <b>330.473</b> | <b>114.097</b> |

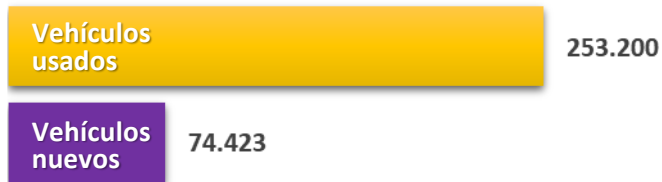


# Relación Traspasos vs Nuevos Acumulado

## VEHICULOS

### Relación 3,4

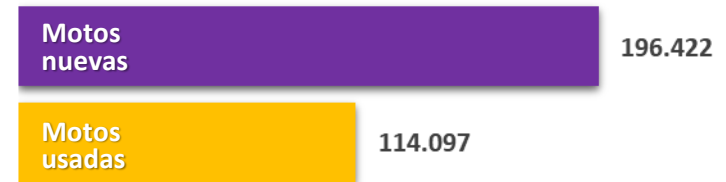
Por cada venta de 1 vehículo se hacen 3,4 traspasos



## MOTOS

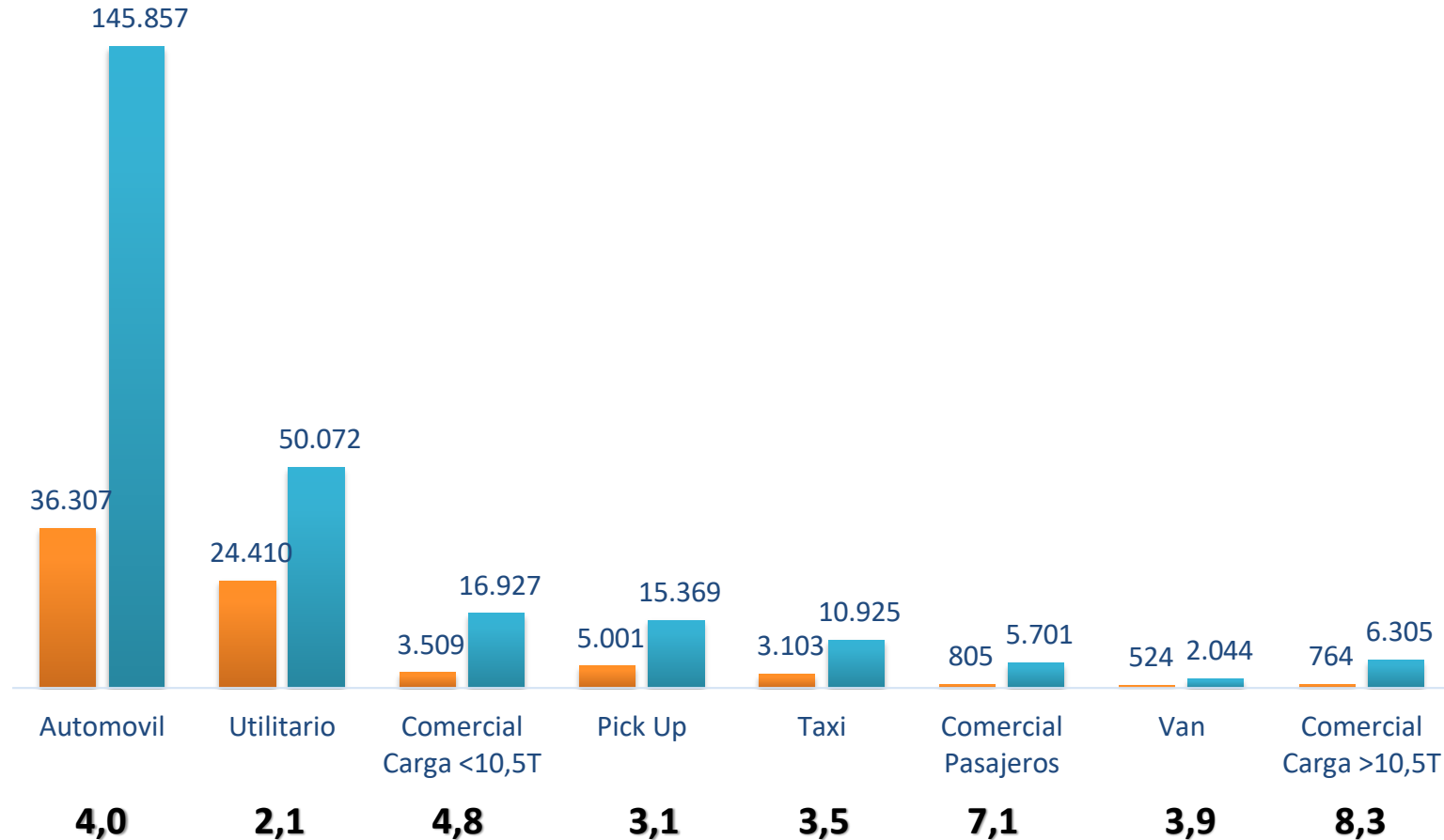
### Relación 0,6

Por cada venta de 1 Moto se hacen 0,6 traspasos



# Segmentos:

## Relación Traspasos vs Nuevos Acumulado



# Traspasos por Línea y Promedio año Modelo

| Traspasos y Año Modelo |                    |                      |                                    |
|------------------------|--------------------|----------------------|------------------------------------|
| MARCA                  | LINEA              | Traspasos Realizados | Promedio año Modelo mas Traspasado |
| CHEVROLET              | SPARK              | 12.577               | 2.013                              |
| CHEVROLET              | AVEO               | 5.964                | 2.010                              |
| CHEVROLET              | SAIL               | 5.150                | 2.015                              |
| FORD                   | FIESTA             | 3.377                | 2.014                              |
| CHEVROLET              | AVEO EMOTION       | 3.302                | 2.011                              |
| TOYOTA                 | HILUX              | 3.095                | 2.009                              |
| MAZDA                  | 2                  | 2.796                | 2.014                              |
| CHEVROLET              | OPTRA              | 2.791                | 2.008                              |
| HYUNDAI                | ATOS PRIME GL      | 2.685                | 2.009                              |
| KIA                    | NEW SPORTAGE LX    | 2.674                | 2.013                              |
| MAZDA                  | 3                  | 2.669                | 2.015                              |
| CHEVROLET              | TRACKER            | 2.513                | 2.015                              |
| CHEVROLET              | CAPTIVA SPORT      | 2.305                | 2.012                              |
| CHEVROLET              | SPRINT             | 2.291                | 1.995                              |
| CHEVROLET              | SWIFT              | 1.829                | 1.995                              |
| SUZUKI                 | SWIFT              | 385                  | 2.015                              |
| CHEVROLET              | LUV D MAX          | 2.205                | 2.010                              |
| RENAULT                | TWINGO AUTHENTIQUE | 2.176                | 2.007                              |
| KIA                    | PICANTO EX         | 2.175                | 2.014                              |
| KIA                    | RIO UB EX          | 2.153                | 2.015                              |
| RENAULT                | STEPWAY            | 2.077                | 2.014                              |
| NISSAN                 | MARCH              | 2.042                | 2.016                              |
| CHEVROLET              | NPR                | 1.941                | 2.007                              |
| HYUNDAI                | i 10 GL            | 1.904                | 2.013                              |
| RENAULT                | LOGAN FAMILIER     | 1.887                | 2.012                              |
| TOYOTA                 | PRADO              | 1.869                | 2.014                              |
| TOYOTA                 | FORTUNER           | 1.845                | 2.013                              |
| CHEVROLET              | GRAND VITARA       | 955                  | 2.006                              |
| SUZUKI                 | GRAND VITARA       | 745                  | 2.014                              |
| <b>OTROS</b>           |                    | <b>172.823</b>       |                                    |
| <b>Total general</b>   |                    | <b>253.200</b>       |                                    |

# Traspasos Vehículos por Marca

| MARCA                | Ene           | Feb           | Mar           | Abr           | Total          | MARKET SHARE |
|----------------------|---------------|---------------|---------------|---------------|----------------|--------------|
| CHEVROLET            | 14.235        | 20.370        | 21.260        | 19.911        | <b>75.776</b>  | <b>29,9%</b> |
| RENAULT              | 7.401         | 10.623        | 10.661        | 10.728        | <b>39.413</b>  | <b>15,6%</b> |
| MAZDA                | 3.600         | 5.284         | 5.396         | 5.304         | <b>19.584</b>  | <b>7,7%</b>  |
| KIA                  | 3.138         | 4.340         | 4.417         | 4.092         | <b>15.987</b>  | <b>6,3%</b>  |
| HYUNDAI              | 2.882         | 4.163         | 4.284         | 4.005         | <b>15.334</b>  | <b>6,1%</b>  |
| NISSAN               | 2.858         | 3.504         | 3.490         | 3.585         | <b>13.437</b>  | <b>5,3%</b>  |
| TOYOTA               | 2.200         | 3.588         | 3.550         | 3.536         | <b>12.874</b>  | <b>5,1%</b>  |
| FORD                 | 2.025         | 3.164         | 3.237         | 3.132         | <b>11.558</b>  | <b>4,6%</b>  |
| VOLKSWAGEN           | 1.346         | 1.968         | 1.956         | 2.189         | <b>7.459</b>   | <b>2,9%</b>  |
| MITSUBISHI           | 723           | 1.139         | 1.182         | 1.218         | <b>4.262</b>   | <b>1,7%</b>  |
| SUZUKI               | 668           | 755           | 759           | 898           | <b>3.080</b>   | <b>1,2%</b>  |
| MERCEDES BENZ        | 398           | 726           | 753           | 784           | <b>2.661</b>   | <b>1,1%</b>  |
| BMW                  | 320           | 621           | 653           | 639           | <b>2.233</b>   | <b>0,9%</b>  |
| DODGE                | 370           | 575           | 589           | 607           | <b>2.141</b>   | <b>0,8%</b>  |
| INTERNATIONAL        | 367           | 488           | 533           | 506           | <b>1.894</b>   | <b>0,7%</b>  |
| KENWORTH             | 325           | 443           | 513           | 422           | <b>1.703</b>   | <b>0,7%</b>  |
| HONDA                | 285           | 463           | 479           | 467           | <b>1.694</b>   | <b>0,7%</b>  |
| DAEWOO               | 286           | 371           | 395           | 436           | <b>1.488</b>   | <b>0,6%</b>  |
| PEUGEOT              | 247           | 324           | 379           | 375           | <b>1.325</b>   | <b>0,5%</b>  |
| DAIHATSU             | 253           | 369           | 348           | 350           | <b>1.320</b>   | <b>0,5%</b>  |
| OTRAS                | 3.280         | 4.809         | 5.045         | 4.843         | <b>17.977</b>  | <b>7,1%</b>  |
| <b>Total general</b> | <b>47.207</b> | <b>68.087</b> | <b>69.879</b> | <b>68.027</b> | <b>253.200</b> | <b>100</b>   |



# Por Linea

| LINEA                | Ene           | Feb           | Mar           | Abr           | Total          | MARKET SHARE |
|----------------------|---------------|---------------|---------------|---------------|----------------|--------------|
| SPARK                | 2.416         | 3.361         | 3.521         | 3.279         | <b>12.577</b>  | <b>5,0%</b>  |
| AVEO                 | 1.107         | 1.552         | 1.701         | 1.604         | <b>5.964</b>   | <b>2,4%</b>  |
| SAIL                 | 969           | 1.390         | 1.406         | 1.385         | <b>5.150</b>   | <b>2,0%</b>  |
| FIESTA               | 609           | 935           | 961           | 872           | <b>3.377</b>   | <b>1,3%</b>  |
| AVEO EMOTION         | 668           | 851           | 902           | 881           | <b>3.302</b>   | <b>1,3%</b>  |
| HILUX                | 575           | 853           | 814           | 853           | <b>3.095</b>   | <b>1,2%</b>  |
| 2                    | 544           | 785           | 730           | 737           | <b>2.796</b>   | <b>1,1%</b>  |
| OPTRA                | 521           | 742           | 802           | 726           | <b>2.791</b>   | <b>1,1%</b>  |
| ATOS PRIME GL        | 531           | 745           | 744           | 665           | <b>2.685</b>   | <b>1,1%</b>  |
| NEW SPORTAGE LX      | 507           | 747           | 726           | 694           | <b>2.674</b>   | <b>1,1%</b>  |
| 3                    | 486           | 726           | 721           | 736           | <b>2.669</b>   | <b>1,1%</b>  |
| TRACKER              | 479           | 695           | 696           | 643           | <b>2.513</b>   | <b>1,0%</b>  |
| CAPTIVA SPORT        | 438           | 650           | 594           | 623           | <b>2.305</b>   | <b>0,9%</b>  |
| SPRINT               | 415           | 633           | 652           | 591           | <b>2.291</b>   | <b>0,9%</b>  |
| SWIFT                | 416           | 575           | 622           | 601           | <b>2.214</b>   | <b>0,9%</b>  |
| LUV D MAX            | 397           | 589           | 642           | 577           | <b>2.205</b>   | <b>0,9%</b>  |
| TWINGO AUTHENTIC     | 419           | 614           | 625           | 518           | <b>2.176</b>   | <b>0,9%</b>  |
| PICANTO EX           | 441           | 602           | 599           | 533           | <b>2.175</b>   | <b>0,9%</b>  |
| RIO UB EX            | 448           | 587           | 572           | 546           | <b>2.153</b>   | <b>0,9%</b>  |
| STEPWAY              | 381           | 593           | 557           | 546           | <b>2.077</b>   | <b>0,8%</b>  |
| OTRAS                | 34.440        | 49.862        | 51.292        | 50.417        | <b>186.011</b> | <b>73,5%</b> |
| <b>Total general</b> | <b>47.207</b> | <b>68.087</b> | <b>69.879</b> | <b>68.027</b> | <b>253.200</b> | <b>100%</b>  |





# Por año Modelo

| AÑO MODELO           | Ene           | Feb           | Mar           | Abr           | Total          | MARKET SHARE |
|----------------------|---------------|---------------|---------------|---------------|----------------|--------------|
| <b>2013</b>          | 3.832         | 5.466         | 5.489         | 5.281         | <b>20.068</b>  | <b>7,9%</b>  |
| <b>2012</b>          | 3.855         | 5.346         | 5.611         | 5.220         | <b>20.032</b>  | <b>7,9%</b>  |
| <b>2015</b>          | 3.525         | 5.243         | 5.337         | 5.133         | <b>19.238</b>  | <b>7,6%</b>  |
| <b>2011</b>          | 3.318         | 4.820         | 4.759         | 4.534         | <b>17.431</b>  | <b>6,9%</b>  |
| <b>2014</b>          | 3.297         | 4.837         | 4.762         | 4.519         | <b>17.415</b>  | <b>6,9%</b>  |
| <b>2016</b>          | 2.750         | 4.051         | 3.998         | 4.012         | <b>14.811</b>  | <b>5,8%</b>  |
| <b>2008</b>          | 2.648         | 3.722         | 3.964         | 3.740         | <b>14.074</b>  | <b>5,6%</b>  |
| <b>2017</b>          | 2.186         | 3.294         | 3.461         | 3.638         | <b>12.579</b>  | <b>5,0%</b>  |
| <b>2007</b>          | 2.386         | 3.377         | 3.491         | 3.185         | <b>12.439</b>  | <b>4,9%</b>  |
| <b>2009</b>          | 1.927         | 2.818         | 2.882         | 2.854         | <b>10.481</b>  | <b>4,1%</b>  |
| <b>2010</b>          | 1.930         | 2.701         | 2.850         | 2.762         | <b>10.243</b>  | <b>4,0%</b>  |
| <b>2018</b>          | 1.431         | 2.345         | 2.436         | 2.692         | <b>8.904</b>   | <b>3,5%</b>  |
| <b>2006</b>          | 1.571         | 2.321         | 2.438         | 2.229         | <b>8.559</b>   | <b>3,4%</b>  |
| <b>2019</b>          | 1.665         | 1.489         | 1.557         | 2.035         | <b>6.746</b>   | <b>2,7%</b>  |
| <b>2005</b>          | 1.174         | 1.757         | 1.837         | 1.699         | <b>6.467</b>   | <b>2,6%</b>  |
| <b>1998</b>          | 829           | 1.289         | 1.277         | 1.241         | <b>4.636</b>   | <b>1,8%</b>  |
| <b>2004</b>          | 790           | 1.195         | 1.240         | 1.177         | <b>4.402</b>   | <b>1,7%</b>  |
| <b>2003</b>          | 799           | 1.077         | 1.165         | 1.149         | <b>4.190</b>   | <b>1,7%</b>  |
| <b>1997</b>          | 697           | 1.132         | 1.140         | 1.021         | <b>3.990</b>   | <b>1,6%</b>  |
| <b>1995</b>          | 706           | 1.088         | 1.081         | 1.015         | <b>3.890</b>   | <b>1,5%</b>  |
| <b>OTRAS</b>         | 5.891         | 8.719         | 9.104         | 8.891         | <b>32.605</b>  | <b>12,9%</b> |
| <b>Total general</b> | <b>47.207</b> | <b>68.087</b> | <b>69.879</b> | <b>68.027</b> | <b>253.200</b> | <b>100</b>   |



# Por Departamento

| DEPARTAMENTO              | Ene           | Feb           | Mar           | Abr           | Total          | MARKET SHARE |
|---------------------------|---------------|---------------|---------------|---------------|----------------|--------------|
| <b>Bogota D.C.</b>        | 14.687        | 24.277        | 25.768        | 25.749        | <b>90.481</b>  | <b>35,7%</b> |
| <b>Antioquia</b>          | 9.182         | 12.813        | 12.797        | 11.975        | <b>46.767</b>  | <b>18,5%</b> |
| <b>Valle del Cauca</b>    | 5.466         | 7.075         | 6.846         | 6.832         | <b>26.219</b>  | <b>10,4%</b> |
| <b>Cundinamarca</b>       | 4.013         | 5.624         | 5.981         | 5.819         | <b>21.437</b>  | <b>8,5%</b>  |
| <b>Santander</b>          | 2.968         | 3.525         | 3.625         | 3.430         | <b>13.548</b>  | <b>5,4%</b>  |
| <b>Caldas</b>             | 1.553         | 1.915         | 1.987         | 2.057         | <b>7.512</b>   | <b>3,0%</b>  |
| <b>Atlantico</b>          | 1.286         | 1.744         | 1.586         | 1.614         | <b>6.230</b>   | <b>2,5%</b>  |
| <b>Risaralda</b>          | 1.444         | 1.619         | 1.735         | 1.363         | <b>6.161</b>   | <b>2,4%</b>  |
| <b>Narino</b>             | 815           | 1.063         | 1.163         | 1.132         | <b>4.173</b>   | <b>1,6%</b>  |
| <b>Boyaca</b>             | 787           | 1.122         | 1.103         | 1.044         | <b>4.056</b>   | <b>1,6%</b>  |
| <b>Huila</b>              | 761           | 1.094         | 1.072         | 957           | <b>3.884</b>   | <b>1,5%</b>  |
| <b>Quindio</b>            | 830           | 1.000         | 898           | 1.004         | <b>3.732</b>   | <b>1,5%</b>  |
| <b>Tolima</b>             | 302           | 1.105         | 1.198         | 1.082         | <b>3.687</b>   | <b>1,5%</b>  |
| <b>Meta</b>               | 798           | 819           | 947           | 960           | <b>3.524</b>   | <b>1,4%</b>  |
| <b>Norte de Santander</b> | 599           | 773           | 776           | 587           | <b>2.735</b>   | <b>1,1%</b>  |
| <b>Bolivar</b>            | 487           | 674           | 668           | 669           | <b>2.498</b>   | <b>1,0%</b>  |
| <b>Cauca</b>              | 300           | 529           | 448           | 433           | <b>1.710</b>   | <b>0,7%</b>  |
| <b>Cordoba</b>            | 169           | 262           | 305           | 302           | <b>1.038</b>   | <b>0,4%</b>  |
| <b>Magdalena</b>          | 201           | 268           | 240           | 273           | <b>982</b>     | <b>0,4%</b>  |
| <b>Cesar</b>              | 185           | 243           | 229           | 221           | <b>878</b>     | <b>0,3%</b>  |
| <b>OTRAS</b>              | 374           | 543           | 507           | 524           | <b>1.948</b>   | <b>0,8%</b>  |
| <b>Total general</b>      | <b>47.207</b> | <b>68.087</b> | <b>69.879</b> | <b>68.027</b> | <b>253.200</b> | <b>100</b>   |



# Por Ciudad

| CIUDAD               | Ene           | Feb           | Mar           | Abr           | Total          | MARKET SHARE |
|----------------------|---------------|---------------|---------------|---------------|----------------|--------------|
| <b>BOGOTA</b>        | 14.687        | 24.277        | 25.768        | 25.749        | <b>90.481</b>  | <b>35,7%</b> |
| <b>CALI</b>          | 4.098         | 5.379         | 5.231         | 5.150         | <b>19.858</b>  | <b>7,8%</b>  |
| <b>ENVIGADO</b>      | 3.611         | 4.853         | 4.905         | 4.503         | <b>17.872</b>  | <b>7,1%</b>  |
| <b>MEDELLIN</b>      | 2.769         | 3.975         | 3.873         | 3.788         | <b>14.405</b>  | <b>5,7%</b>  |
| <b>SABANETA</b>      | 1.315         | 1.808         | 1.855         | 1.703         | <b>6.681</b>   | <b>2,6%</b>  |
| <b>MANIZALES</b>     | 1.443         | 1.679         | 1.712         | 1.815         | <b>6.649</b>   | <b>2,6%</b>  |
| <b>BUCARAMANGA</b>   | 1.249         | 1.622         | 1.723         | 1.652         | <b>6.246</b>   | <b>2,5%</b>  |
| <b>COTA</b>          | 1.036         | 1.397         | 1.507         | 1.357         | <b>5.297</b>   | <b>2,1%</b>  |
| <b>PEREIRA</b>       | 1.156         | 1.269         | 1.377         | 1.051         | <b>4.853</b>   | <b>1,9%</b>  |
| <b>BARRANQUILLA</b>  | 981           | 1.351         | 1.187         | 1.177         | <b>4.696</b>   | <b>1,9%</b>  |
| <b>FUNZA</b>         | 554           | 767           | 863           | 1.014         | <b>3.198</b>   | <b>1,3%</b>  |
| <b>IBAGUE</b>        | 199           | 916           | 987           | 887           | <b>2.989</b>   | <b>1,2%</b>  |
| <b>LA CALERA</b>     | 498           | 773           | 827           | 782           | <b>2.880</b>   | <b>1,1%</b>  |
| <b>GIRON</b>         | 553           | 704           | 755           | 631           | <b>2.643</b>   | <b>1,0%</b>  |
| <b>FLORIDABLANCA</b> | 541           | 727           | 669           | 694           | <b>2.631</b>   | <b>1,0%</b>  |
| <b>PASTO</b>         | 490           | 663           | 662           | 638           | <b>2.453</b>   | <b>1,0%</b>  |
| <b>MOSQUERA</b>      | 420           | 715           | 630           | 567           | <b>2.332</b>   | <b>0,9%</b>  |
| <b>ARMENIA</b>       | 424           | 531           | 478           | 586           | <b>2.019</b>   | <b>0,8%</b>  |
| <b>BELLO</b>         | 329           | 561           | 539           | 451           | <b>1.880</b>   | <b>0,7%</b>  |
| <b>NEIVA</b>         | 401           | 482           | 481           | 454           | <b>1.818</b>   | <b>0,7%</b>  |
| <b>OTRAS</b>         | 10.453        | 13.638        | 13.850        | 13.378        | <b>51.319</b>  | <b>20,3%</b> |
| <b>Total general</b> | <b>47.207</b> | <b>68.087</b> | <b>69.879</b> | <b>68.027</b> | <b>253.200</b> | <b>100</b>   |



# GRACIAS